



CONTACTS

OCT.

1957

Mr. A. R. Tucker, Director and Western General Manager, Joins the Timothy Eaton Quarter-Century Club



Mr. Jenkins, left, presents Mr. Tucker with the Quarter-Century gift silver tray, in Executive Office ceremony.

September 15, a Sunday, was the calendar date for Mr. Tucker's anniversary, so the observation of it took place on following days.

Our President, Mr. John David Eaton, accompanied by Mr. J. R. Jenkins, Vice-President, arrived by plane especially to congratulate Mr. Tucker and share in the celebrations.

In the Executive Office, Wednesday, September 18, Mr. Eaton with some profound and witty remarks presented to Mr. Tucker his Quarter-Century Club Certificate No. 8837, and Mr. Pinfold handed over the President's traditional letter. Following this, Mr. Jenkins, with well chosen remarks, made presentation of the selected gift, an engraved silver tray.

That evening, at the Fort Garry Hotel, the Winnipeg managers gathered to honour their General Manager. Mr. Pinfold, as chairman, welcomed the presence of our President and Vice-President, and called on Mr. Eaton to present to Mr. Tucker the special mementos of his anniversary.

Presenting the bound volume of messages, which had been received from all points of business in the Company, Mr. Eaton said that he was really the only man qualified to speak for the whole organization and did so in conveying their good wishes to Mr. Tucker.

At the Fort Garry Hotel reception. In order left to right: Mr. Gilbert M. Eaton, Mr. B. C. Sutherland, Mr. A. R. Tucker accepting the Calgary "Stetson" presented by Mr. J. D. Eaton; at right, Mr. R. M. Pinfold.



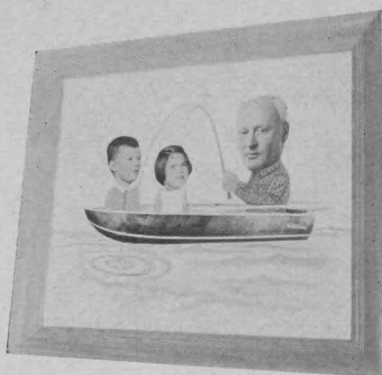
Mr. Tucker's 25th Anniversary (Continued)

Proceeding, now as a Woodsman from B.C., Mr. Eaton presented the colourful cartoon from Vancouver; then as sheep-farmer or rancher, he presented from Medicine Hat an antelope hide in scroll effect, mounted on calf-hide, on which was tooled all the signatures of Medicine Hat management; again, a "Grey Cup" folder from Edmonton and then, as a Cowboy, Mr. Eaton presented from Calgary their traditional white "10-gallon" Stetson sombrero, signed by all Calgary management; concluding with a souvenir book containing the signatures of all present and participating.

Mr. Pinfold congratulated Mr. Tucker on behalf of all the Winnipeg staff, and from the Winnipeg managers asked him to accept for himself and his children, Allan and Gail, the gift of a boat—a blown-up photo of which was presented.

In reply, Mr. Tucker said he deeply appreciated all that had been done, also the many messages and souvenirs. Most of all, he thanked them that in their gift they had thought of his children. He was very sure that he and they would receive a great deal of pleasure from this boat in the coming seasons.

A further presentation was made to Mr. Tucker by his own and associated office staffs. This was a barbecue grill, complete



with gadgets, cook book, chef's hat and apron, etc., and in expressing his thanks for these gifts, Mr. Tucker assured those present that he and his family would derive much pleasure from their use—not only at the lake, but also on the back lawn at home.

Pictured from top down: The poster picture of the boat, with Mr. Tucker and family; the "10-gallon hat" from Calgary store; the tooled leather plaque from Medicine Hat. At right, a photo from the President's Polaroid camera—"Picture of a man thinking of his Quarter Century holiday."



Welcome to the Quarter Century Club



JOHN NEVILLE WILLINGHAM

Born in Matlock, Derbyshire, England, John grew up here, and his service has been 13 years with Customers' Decorating, four with Sixth Floor Draperies, and the remainder to date with the Economy Annex Draperies.

September 3 (the Tuesday following his actual anniversary Sunday, Sept. 1) he was honoured by his department. Mr. D. Howat praised Mr. Willingham's good service and asked him to accept, on behalf of his colleagues, the gifts of a floor lamp and a flash camera outfit. Subsequently Mr. Willingham was honoured jointly with Mr. H. Pilling of Sixth Floor Draperies, at a party held by joint staffs and their wives, at the Marlborough Hotel, when he was presented with an electric fry pan.

John spent four years on active service in World War 2 with the Royal Canadian Signal Corps, ranking staff-sergeant—part of that time in the North-West Territories and Yukon. Married, he has children Diane, 14; David, 11; and Margaret, 4 years. He served for a three-year term as school trustee at Charleswood; is a radio hobbyist and also a do-it-yourself carpenter.

Eaton Overseas Buying Office Men Visit Our Stores



Mr. F. D. Everett (right) of Eaton's London, England, Buying Office, and Mr. R. P. Hunter of our Paris office, were in Winnipeg Store and Mail Order from Saturday, September 7, until their departure Friday, September 13. Previous to that Messrs. Everett and Hunter had been in Toronto organization for a week. They visited the Montreal store and New York Buying Office before sailing for home October 4.

While we did not have the best of weather during their visit, both gentlemen said that even then they were seeing much more of sunshine than they usually enjoyed at home, and were very generous in their expressions of pleasure at the friendliness of all the Eatonians and other Canadians they had met. We were glad to see you, gentlemen!

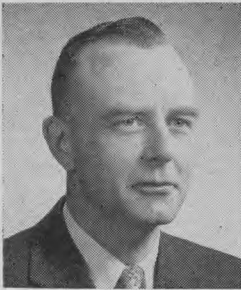


OUR COVER—THE ROYAL VISIT

This October brings to Canada one of its most historic events. Our country has been honoured on numerous occasions by visits from members of the beloved Royal family; it has also had the greater honour of visits by the reigning monarch. This is the first time, that Canada has been granted the privilege of having its Parliament opened by the reigning monarch in person, as it was on Monday, October 14, 1957, at Ottawa. May it prove a most auspicious date for Canada, and may this visit of Queen Elizabeth II and Prince Philip be not only a personal triumph for them, but also a most significant help in binding closer the ties of the Commonwealth and maintaining friendly co-operation with our great neighbour, the United States.



ASSISTANTS HEAR HISTORY OF ADVERTISING



Mr. J. Marshall

With Mr. J. Marshall, Drug Department, in the chair as President for this year's activities, the Assistants' Association met for dinner in the Grill Room Monday, Sept. 9. Supporting Mr. Marshall (shown left) at the head table were Mr. J. Leighton, M.O. Men's Clothing, vice-president, and Mr. R. Smith, Supply Department, secretary. Special guests were Mr. B. C. Sutherland, and Mr. W. J. Miller of Eaton's Dauphin Store.



Mr. John Bruce

Mr. J. Bruce, City Advertising, gave a very interesting talk on the history of advertising, sparked by numerous witty anecdotes and examples. Advertising, said the speaker, was derived from words meaning "turn toward"—that is, attract interest and attention. In the ruins of Pompeii were found advertising messages about runaway slaves, and the ancient Carthaginians used to land on shore and attract the natives by fires to come and trade. (Query—the origin of fire sales?—Ed.)

Advertising by the printed word goes back to the 1600's. The value of truth in advertising was stressed by the speaker, who also pointed out that the question "Who Pays for Advertising?" is fully answered by the fact that, as one of the chief instruments of greater production by methods that decrease cost, advertising has helped to bring more things to more people at prices they can afford. Good advertising, said Mr. Bruce, should tell the reader—the potential customer—what the product or service does for him or her rather than extol the producer or marketer. He then put an advertising slogan "quiz" to the audience, to test their association of slogan and product—a good number scoring very well in this test.

Summing up, the speaker said good advertising should get Attention, arouse Interest,

stimulate Desire, and result in Action. He also called attention to and asked for their interest in Eaton's "What's New" TV fashion show Monday nights. (Very good show, Mr. Bruce!)

The chairman welcomed the new members: Messrs. J. C. Pinder, Drugs; W. A. Porter, Auto Accessories; R. A. Mellis, Luggage; W. H. Bingham, Farm Implements; D. K. McAuley, M.O. Piece Goods; J. C. Reid, M.O. Stoves and Plumbing; R. Harvey, M.O. Toys; J. Trellor, Sewing Machines; L. G. Curtis, Hand Bags and Leather Goods. He also asked for their usual full co-operation in the Sponsors' work for the coming season, and support of the Association dance soon to be announced.

Following the meeting a most interesting colour film was shown, "Building the St. Lawrence Seaway"—a very informing outline of the various and huge engineering problems as well as a revelation of the power and size of modern machinery.

EATON BLOOD DONORS AGAIN HELP RED CROSS

Well over 400 Eatonians donated blood when the Canadian Red Cross Clinic moved in on us—in the Mail Order Building—September 10 and 11. The clinic officials have expressed their deep appreciation of this important donation to their needs and also wished to commend the courteous and willing co-operation of all Eatonians who helped them in setting up and operating the clinic. Here we see a group at right enjoying a "revival" snack after going through the clinic at left. Thanks, Eatonians, for your "helping arms"!



CUSTOMER APPRECIATION—

"The saleslady agreed to select a sealed record for us that would give us familiar organ tunes without chimes and voices. . . . Her selection is one of the finest hi-fi recordings in our possession. We are most anxious that our appreciation and compliments be extended to this sales person." —Take a bow, MRS. ALICE FENWICK, Sixth Floor Records.

Eaton's Mixed Five-Pin Bowling League

by D. Slack

Division One—Skippers are living up to their name by showing the way; Winsomes are tied with Pat's Punchers for second spot, and the Fuzzies are third in line.

High scores, Division One: D. Pankhurst 716 (247, 272), O. McReynolds 702 (213, 272, 217), B. Clarke 692 (235, 243, 214), E. Turner 288, S. Sigvaldason 279, C. Cancilla 273, V. Legace 269, B. Liver 267.

Division Two—Jeeps lead, Alley Byes are second and Selects third.

High scores, Division Two: M. McCutcheon 781 (338, 263), M. Pfeifer 676 (258, 216, 202), L. Paxton 291, H. Morgan 263.

Division Three—Goldstreams are first, Zippers second and Five-Spots third.

High scores, Division Three: A. Wright 723, (315, 229), J. Cull 714 (292, 223), D. Webber 700 (215, 260, 225), W. Mills 655 (281, 216), T. Black 278, N. Hawkhead 240.

Division Four—Tegos first, Crocks second, Budgeteers third.

High scores, Division Four: H. Smith 717 (285), S. Jonsson 673 (275), H. Brown 256, B. Miller 245, B. McAlpine 244, H. Rodgers 242.

Division Five—Wise Ones first, Eagles are second and Phantoms third.

High scores, Division Five: B. Stacey 241, D. Remillard 229, H. Guenther 232, A. Courteau 212, D. Paulik 208.



THE EATON ANGLING CLUB

By Peter Scot

The club had its wind-up trip to Shoal Lake on October 6 — the free trip for members only. The weather was very good and 48 men took home 206 fish of which the majority were pickerel.

Prize Winners Were

Pike

- \$25.00—Henry Goertzen, 5 lb. 6 oz.
- 15.00—John Lysak, 3 lb. 12¼ oz.
- 10.00—Bill Johnston, 3 lb. 6½ oz.
- 5.00—Ben Koskey, 3 lb. 2½ oz.

Pickerel

- \$25.00—John Bay, 5 lb. 3½ oz.
- 15.00—Steve Trocki, 2 lb. 11¼ oz.

10.00—Ed Grenda, 2 lb. 5¼ oz.

5.00—John Bay, 2 lb. 2½ oz.

Trophy Standing—Final

- Pickerel—John Bay, 5 lb. 3½ oz.
- Pike—Frank Williams, 5 lb. 7 oz.
- Bass—Frank Williams, 2 lb. 13¼ oz.

Rainbow (Open Until October 31)

- Present leader—Wilf Campbell, 4 lb. 12 oz.
- Can still be beaten but not too likely.

CLUB MEETING—Thursday, October 24 at 8:30 p.m. in the Free Press Board Room. All interested Eatonian men are welcome. November is election month—all club members are urged to attend.

The Eaton Angling Club meets every month of the year except December. Our new season starts each January. The Club would greatly appreciate having more Eatonians as active club members to enjoy regular fishing fun. For further information get in touch with Johnny Johansson, Sporting Goods, Third Floor of the Store, or Peter Scot, Men's Clothing, Main Floor.

MEN'S AND WOMEN'S CURLING CLUBS GET SET FOR SEASON

Men are having their Get-Together and election meeting about the time we "hit the streets"—full news next issue; also more news from the Women's Club and the several others starting soon on the Eaton Club ice. (See page 20 for "flash" notice from Women's Club.)

Eaton's Curling Rink and Club Room Available for Department Socials 9 p.m. to 1 a.m. Saturday Evenings: Ice and Clubrooms \$25.00; \$10.00 deposit when booking. Apply to HUGH CALDWELL, Sales Audit (105, Eighth Floor, Store.



Lawn Bowlers Roll Season-End Play-Offs

First, it's the wish of President W. Summers and his executive, to extend thanks to all members for their co-operation and good sportsmanship throughout the season. The lawn bowlers look forward to meeting again in full strength

when next playing season rolls around—and hope to welcome a good number of new members to keep the Eaton Club the foremost mixed bowling club in the city. Winners are as follows:

LADIES' EVENTS: Singles, Mrs. M. Gordon; runner-up, Mrs. L. Summers.

Doubles, Mrs. J. Cooke and Mrs. A. Lord; runners-up, Lil Greenberg, Mrs. L. Johnson.

MEN'S EVENTS: Singles, F. Rendall; runner-up G. Gordon.

Doubles, G. Gordon and R. Saunders; runners-up, F. Rendall, H. Lee.

TEAM EVENTS: Winners, W. Summers, skip; Mrs. Jean Poole, May Pfeifer, Flo Spickett.

Runners-up, W. Lord, skip; Mrs. C. Forrester, Mrs. L. Johnson, Mrs. R. Dawson.

Lawn Bowlers' Banquet and Dance

Saturday Evening, October 19

Marlborough Hotel

Tickets \$2.00 Each (Dance only \$1.00)—from Committee Members



BADMINTON BIRD-NOTES



Players Get Set to Bat the Bird Around . . . The Welcome Mat Is Out for New Members!

Previous season's members and all those who would like to join—including beginners especially—get in touch now with JACK O'LEARY, General Audit (172); DIANE TAYLOR, Sales and Expense (100S or 100X), or BERNICE LEAR, M.O. Budget Plan (184). Membership fee will be set and cards available by the time this appears.

**PLAY WILL BE EACH WEDNESDAY EVENING—R.C.A.F. RECREATIONAL HALL,
WHYTEWOLD ROAD, DEER LODGE**

Courts Open from 7:30 p.m. for Our Players

Week-End Games Also Available—For times and other details see either of the above members.

Note: For those playing Wednesday evenings who need transportation—cars will be at Sherbrook and Portage at 8 p.m. each playing night.

TENNIS FINALS

Winners in the tennis tournament at the Canoe Club courts on Tuesday, September 10 were:

Mixed Doubles—

Noreen Black, Lisle Kivell.

Ladies' Singles—Clara Greening.

Men's Singles—Ken Bowman.

Wind-up party coming up soon—watch for the notices and get your tickets early!

MEN! THE BRIDGE CLUB INVITES YOU!

You don't have to be a whiz—just understand and enjoy the game, and in Eaton's Bridge Club you play home-and-home four-somes in good congenial company. Past members—don't overlook that closing date of October 19 for applications—and prospective new ones—get in touch NOW with R. A. PATTERSON, Store Furniture; H. PRICE, M.O. Notions; J. ROSS, M.O. Men's Furnishings, or F. FARNFIELD, Store Men's Clothing.

JETS WIN GIRLS' BASEBALL FINAL

As announced in our last issue, the championship battle in the girls' baseball took place September 9 and 11 at Sargent Park. Jets won the first game quite handily, but in the second the Royals were holding a commanding lead when a combination of a mishap to a player and bit of confusion in the Royals and a sudden spurge of hits by the Jets, found the latter leading again when the game finished, as arranged, in the seventh inning.

It was a spirited struggle, and although the Jets had an edge as league leaders and first-game winners, for a while it could have been anybody's win. The Royals need have no misgivings about their ability—in fact, this applies to the third team, the Cubs, which afforded a challenge to the other teams all season through. They all deserve a big hand for giving us another season of this fine sport.



The Winners JETS

Front row, left to right: Rana McCaughan, Jean Stremeski, Joyce Andrychuk, Irene Lindley.

Back row: Bunny Curtis, Frida Peters, Carroll Hammer, Danny Remillard (coach), Phyllis Mormal, Shirley McCaughan.

Missing from picture: Wanda Ogibowski, Vera Pelagin, Henry Fast (assistant coach).

Runners-up ROYALS

Front row, left to right: Helen Svoard, Carol Magnusson, Elaine Lindley, Bonnie Hubel.

Back row: Edna Gunn, Dolores Anderson, Gail Miller, Jack O'Leary (coach), Barbara Foster, Shirley Loney, Penny Preece.

Missing from picture: Helen Drowniak, Eda Schreiber.



BASEBALL WIND-UP BANQUET AND DANCE

For Men's and Girls' Clubs

PARKER HOUSE, 453 Notre Dame Avenue (Just East of Crosstown Highway, Isabel Street)

Friday, October 18, at 7 p.m.

Each \$2.00 (Dance Only, \$1.25)

TICKETS from Employment Office, Store, or from Team Members—Guests Are Welcome.
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HISTORICAL COLLECTION FOR THE ARCHIVES

We are glad to print a message from Miss K. McPhedran, Eaton archivist at Toronto:

Among Your Souvenirs

An old note or tag may be one of Eaton's first or very early bills of sale; or you may have an old Eaton advertisement or an account of some long-forgotten story concerning the growth of the Company or of Canada—the two are often closely connected. (Note, please—this does not mean just old newspapers, even with Eaton advertising, unless it is some other than day to day—such as the advertisement that heralded the Company's 50th anniversary in 1919 or other significant events about our Company, stores and Eatonians—Ed.). It may be other souvenirs—letters, old photos, stories, etc. If the item or article itself does not carry a date, please supply that, and mark it with your name and address or department.

Here's a Particular "Want"

Copies of the Eatonias News booklets. We show a picture of a copy of this merchandise-news magazine which circulated in Toronto and Winnipeg for some years in the 1920's. Possibly some departments in addition to the Advertising Office may have some, as well as individual Eatonians. In view of the remarkable response to our request for past Contacts, we hope to be pleasurably surprised again! Poke around, readers, and see what you can find. Thanks!



THIRD GENERATION CHRISTENING IN DRESS OF EATON MATERIAL

'Way back in 1929, Mrs. M. Jocelyn—now on the staff of Third Floor Groceries — bought some fine embroidered lawn cloth from Eaton's catalogue, and from it made this christening dress for her first daughter. That dress also was worn by her other three children, and the baby shown here—Leslie Janet Jocelyn, six months in June, is the second grandchild to be christened in the self-same dress. From that smile, we'd suggest she already knows what Grandma learned: "It Pays to Shop at Eaton's!"



LETTERS OF CREDIT . . . From Our Customers

To Miss Ethel Smith, Library:

"I have enjoyed my membership enormously. . . . Of all the books recently, the most refreshing was Lady Eaton's "Memory's Wall." I have dealt with Eaton's ever since we came to Canada in 1910 and learned the fascination of the Eaton Catalogue. The unfolding and shaping of the Eaton "empire" as she discloses it makes interesting reading, and I am telling all my friends about the book in the hope that they, too, will read and enjoy it."

To Mr. D. Howat:

"Thank you for your kind consideration in replacing my studio lounge. This service and the policy of The T. Eaton Co. in standing behind its merchandise is highly commendable. I wish also to thank Mr. C. Belton for his prompt attention and in being so patient and polite; giving part of his evening to satisfy a customer shows he is not only interested in pleasing your customers but conscientious and thoughtful. . . . I am most pleased with new lounge; Mr. Belton could not have made a better selection in my behalf, in both style and colour."

Mr. G. B. Douglass, Grocery Manager, Bids Farewell After Over Twenty-Eight Years' Service

Honoured on Retirement

The Company lost a well known and much-respected manager when Mr. G. B. Douglass retired on Saturday, September 28. On the Tuesday evening previous, the Winnipeg management held a reception in his honour at the Fort Garry Hotel.

Mr. R. M. Pinfold, assistant general manager, acclaimed Mr. Douglass' fine service and said his accomplishments were held in highest esteem—also added humorously, that without Mr. Douglass and his food department we couldn't live, as we must eat! It had been the lot of Mr. Douglass in his service to face more than the ordinary ups and downs of business on account of the nature of the food industry. He had shown always, courage and zeal for the Company's interest; now, he did not wish to finish out his term but was leaving early, to be free to follow his own plans.

The chairman then called on Mr. W. L. Palk, who conveyed to Mr. Douglass the many messages of thanks for past help and sincere wishes for good health and happiness to Mrs. Douglass and himself in the coming years. These greetings were from all over the west, also from eastern and overseas divisions.

Adding to this the good wishes of all those concerned in the gift, Mr. Pinfold then presented to Mr. Douglass on behalf of management, a television set for the leisure-time enjoyment of his wife and himself.

Replying, Mr. Douglass expressed thanks for their presence at the occasion, their gift of flowers to Mrs. Douglass, and for the gift of the lovely TV set. They were planning an early—and extended—visit to Florida, but would be Winnipeegers as before, except for the worst winter months, for he felt that with that "break" Winnipeg is the finest place to be.

A dinner party in honour of Mr. Douglass was held by the combined Grocery Departments on September 26 at the St. Regis Hotel, with Mr. L. Farmer presiding. Mr. J. Laing, Merchandise Manager, spoke briefly on Mr. Douglass' career with the Company, and Mrs. A.

Kyrnski presented Mrs. Douglass with a bouquet of roses.

On behalf of the Grocery staffs and friends, Mr. Pat Carr presented Mr. Douglass with a seven-transistor radio set and a Grenfell jacket.

Prior to Mr. Douglass' departure September 28, the girls and men of the Foodateria presented him with a Viyella sport shirt and a dozen golf balls; the office staff presented a pullover sweater, and the third floor staff, travelling slippers. Numerous other gifts received from his many friends were on view in his office and an endless procession of friends came to wish him healthful and happy future years.



EATONIANS IN THE NEWS

In the news for two reasons, these two bright young Eatonians: first, picture in the Winnipeg Tribune (from which ours is taken) showed these two girls in the line-up for registration at the university—Dianne Stevens, left, and Phyllis Didur, right. Checking up on our recognition of these two faces, we found that the girls are friends on and off the campus, and that both had been successful in being awarded Manitoba grade 12 scholarships, each worth \$200 cash, for furthering their studies.

They are both in second-year science, and both have so arranged their university work that they can continue coming to work at Eaton's Fridays and Saturdays. Dianne, by the way, has been in the General Office and is now in the Budget Plan Office, and Phyllis is in the second floor Cash Office. Dianne, at present, looks forward to laboratory or research career, and Phyllis to high school teaching or lab work. Congratulations and best wishes, girls!



Dianne Stevens and Phyllis Didur

Makes Golf History! At least her golf history. **Chriss Bewick**, Construction Office, little thought when she stepped up to the tee at the fourth on the Canoe Club links on Saturday, September 14, 1957—mark the date—that she would soon be qualifying for the Hall of Fame or at least a select roll of golfers. Well, Chriss stepped up to the ball, addressed it (very politely) and swung that No. 7 iron to such good effect that when they looked for her ball on the fourth green, 134 yards distant, lo and behold, it was a hole in one! Congratulations, Chriss!

Congratulations to Drug Department's **Clarence Found**. He must be proud of his son Ken, whose performance as a footballer was spectacular enough to make the daily papers. Mentioned several times in the report of a match in which Kelvin High defeated St. Paul's, Ken was also pictured in a dramatic touchdown dash with the caption "Two More Touchdowns . . . Kelvin's rookie backfield phenom, Ken Found, ran for two more touchdowns for the Cherry and Grey, as the Katies vanquished St. Paul's College 21-7." Sorry we didn't have time to get Ken's picture for these columns, but think we'll be hearing of him again.

Two Eatonians Spark Local Club's Record!



Mr. Doug McGhee

Our local papers this season—as in past seasons, too—have not lacked for news about the St. Boniface Native Sons' Club in the Greater Winnipeg Senior Baseball League. And for the news of this club's success we say "Hats off to Doug McGhee (Store Sporting Goods) and Ken Nicol (Boys' Clothing Stockroom, Store)."

It was 'way back in 1951 that Doug McGhee brought along a junior club which decided to stick together as they grew into senior age. For seven straight years, with Doug as manager, and for the last three years with Ken as coach, they have won the league title and five out of seven championships—no wonder



Mr. Ken Nicol

they're called "the Yankees" of senior baseball here. 224 games won and only 43 lost in all that seven years! Congratulations to these two Eatonians who also found time this season to umpire for the Eaton Girls' Softball League—and did a good job, too!

ACCIDENTS TO CUSTOMERS—PROCEDURE FOR STAFF INVOLVED OR WITNESSING:

We would ask your full co-operation in the matter of customers who report or are sent to the Hospital—If you are involved in any accident or injury to a customer, or have been a witness of such, please accompany the customer to the hospital so that we have something more than the account of a person who may be upset and confused. Thank you!



Grand Field Day for Women's Golf Club

At the time, a good clear day — even if on the cool side — was “something,” and the Eaton women golfers deserved—and got—just such a break on their field day at Elmhurst club, the afternoon of Wednesday, September 18.

Special bus service helped them to and from the links, and they went by dozens to this rendezvous—about 80 finally gathering for the celebration banquet and prize-giving. Isabelle Hanna, president, was in the chair. The special guests included Miss Zella Nott and Messrs. Cy Scarr, Phil Odell and Doug McPherson, who all participated in presenting the three trophies and miniatures, and the numerous prizes.

Winners of the Three Classes and Runners-up

Class “A”—A. H. Young trophy: Jean Fairhall and Elsie Brownridge.

Class “B”—A. D. MacDonell trophy: Ruth Zickerman and Edna Johnson.

Class “C”—C. A. Campbell trophy: Marion Hewitt and Shirley Brown.

Prize winners and runners-up included: Low Gross, 18 holes, Dorothy Hunt and Chriss Bewick; Low Gross, 1st nine, Beth Jamieson; 2nd nine, Sig Breckman; High Gross, 1st nine, Janet Millar; 2nd nine, Clara Forrester.

Other winners were: Low Hidden Hole, 1st nine, Millie Barker; 2nd nine, Sybil Hanneson; High Hidden Hole, 1st nine, Hilda Rosser; 2nd nine, Evelyn Hryhorchuk; most sevens, 2nd nine, Gladys Galusha; most tens, Elsie Kruse; ; most consistent golfer, 18 holes, Marge McKenzie; runner-up, Kay Chisholm. Most nines, 18 holes, Jessie Armstrong; and for interference (hit by ball), Ann Zuks.

President Hanna thanked all those who had attended to help in the presentations, and a special vote of thanks was passed to Kay Williams and her staff for the excellent food and service. Miss Hanna also asked the gentlemen at the head table to convey to the Store management and the Sir John C. Eaton Memorial Fund, their thanks for the assistance which makes these events possible.

For Next Season, the New Executive Is:

President	Mattie Halldorson
Vice-President—Store	Betty Meiklejohn
Vice-President—Mail Order.....	Winnie Crowston
Secretary-Treasurer	Evelene Turner
Handicaps and Tournament.....	Ruth Zickerman
Publicity	Kay Chisholm
Prizes	Florence Rogers
Committee—Store: Joan Mortimer, Frances Koslok, Madeline Doyle, May McDonald.	
Committee—Mail Order: May Adderley, Vivian Legace, Ina Caners, Lillian Maskell.	



President and Chairwoman, Isabelle Hanna

FLASH:

Winner of the Grand Championship!

Played off at Elmhurst between the class trophy winners:

MARION HEWITT

Shown on opposite page, left to right and down: Jean Fairhall, winner of Class “A” (A. H. Young) trophy; and runner-up Elsie Brownridge. On the green: Marge McKenzie, Bella Dee, Millie Barker, Gladys Morris.

Second row: Banquet scene—at head table—Doug McPherson, Mattie Halldorson, Phil Odell, Isabelle Hanna, Cy Scarr, Zella Nott, Connie Hancox; right, winner of Class “B” (A. D. MacDonell) trophy, Ruth Zickerman; runner-up, Edna Johnson.

Bottom row: Winner of Class “C” (C. A. Campbell) trophy, Marion Hewitt; runner-up, Shirley Brown. Isabelle Hanna wishes “good luck and a grand season” to Mattie Halldorson, incoming president.

Departmental News from the Store

BASEMENT STORE

Foodateria—By R. Berg

Congratulations to Steffie Zaluski who received a lovely diamond on September 5 from Ted Danwick.

Helen Kustaski was married on September 14 to Bernie Klish. Before she left, Mr. A. Carr presented Helen with department gifts of a clothes hamper and electric fry pan. Best of luck, Helen and Bernie.

Footwear—By E. Lobson

At a shower held recently by the girls of the department, Nellie Van Schie received a lovely steam iron and an ironing board. The department gift to her was a set of stainless steel flatware. Nellie became the bride of Bert Bakker on September 18 at Immaculate Conception Church. All good wishes to you, Nellie and Bert.

Congratulations to Ann McCaffrey on attaining her 30 years with the Company recently. Ann was honoured jointly at the party for herself and Mr. J. Blair held at the Pelissier reception room. On behalf of the department she was presented by Mr. A. Gartside with a leather hand bag. Many continuing happy years with us, Ann!



**John Blair
Celebrates
45th Anniversary**

Jack is one of the young "old Eatonians" who started in the Store "right from scratch" and whose years permit of his making that magic "fifty-year mark." He also went away to war in the Great War as a very young soldier, and suffered wounds.

He celebrated his long-service anniversary (September 11) on the 16th, having been on a short

leave of absence at the time. Jack received visits and congratulations from many friends that day, and was honoured at a party by his department—Lower Floor Footwear—on September 19.

Mr. R. Chatwin was chairman of the event, and on behalf of the department Mr. W. McCormack presented Mr. Blair with a fine 35-mm. Optina camera. Our thanks to the W.A. of Shaughnessy United Church who did such a grand job of catering for our party.

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MAIN FLOOR

Stationery—By M. C.-Lawton

Mary Scorer attended the conference of Librarians at Dauphin recently and reports having a very instructive and enjoyable time.

Mr. S. C. Florence, on behalf of her fellow-workers, presented a mantel mirror to Joan Paulson with all our best wishes for future happiness. Joan was married on October 5 in St. Stephen's Anglican Church and is now Mrs. Emil Szpak. For their honeymoon the happy couple motored to California.

Drugs—By C. O'Kelly

We wish to express our sincere sympathy for John Mainella and family in their recent bereavement.

We are glad to hear that Mrs. Frederickson is now home from hospital and hope she is now feeling much better.

Congratulations to our Clarence Found on the exploits of his football-hero son, Ken (see Eatonians in the News.—Ed.).

40th Anniversary for Mr. Wiley



Forty years ago, September 7, Bill (William Thomas) Wiley joined the Winnipeg Eaton organization after his arrival from his birthplace, Glasgow, Scotland. In the meantime, during his four decades of service with the Drugs, Mr. Wiley married the former Lily Sayer of the parcellers; their children are Yvonne, Verna, Stuart and Helen and they are proud grandparents five times over. Bill works in the A.O.T.S. church group and belongs to Loyal Orange Lodge 120. For 18 years was a tenor choir singer with Crescent Fort Rouge Church. We all congratulate Mr. Wiley on his service distinction with the Company and wish him continuing healthy, happy years among us.

Notions—By D. Romanow

Jean Kellas held a party at her home in honour of Jessie Bakeman who recently left us. Jessie was presented with lingerie, jewellery, a sweater and blouse. The evening was a gay one and the food was delicious.



The above picture, taken at the party, is that of Jessie and the girls from the counter where she worked. Left to right they are: Jessie, Eileen Schellenberg, Jean Kellas, Adeline Schade, Millie Evans and Elsie Enright.

Jessie was the recipient of a sweater set from the department. Au revoir and good luck, Jessie.

Sorry to lose Isabel Olander. She was guest of honour at a party held for her at the home of Vi Lowe where Isabel was the recipient of lingerie and jewellery. A grand time was had by everybody. We will miss you, Isabel—good luck and come to see us often.

Audrey Marchant became the bride of that lucky fellow, Bruce Grant, on September 21. It was a lovely wedding, and after a honeymoon in the States, Audrey will again rejoin us. She received a cocktail table from the department. Best wishes, Mr. and Mrs. Grant, for future health, happiness and success.

Dorothy Saites, an August bride, received a floor polisher from the Company. Nice going, Dot!

Bon voyage to Lea Gillespie, former Notions correspondent for Contacts. She sailed from Montreal September 17 to rejoin her family and reside in England. Every happiness, Lea—find time to write us!

Glad to have Laura Magura back with us after her recent illness.

Sincere sympathy to Clara Carr in the recent loss of her sister.

Men's Footwear—By M. Williams

Our deepest sympathy is extended to Harold Cook in the recent loss of his mother at her home in Neepawa after a lengthy illness.

Furniture, Hargrave Annex



A happy party was enjoyed by the staff and wives of the Economy Furniture Department on Wednesday evening at the home of Mr. and Mrs. Doug Howat. Guest of honour was Mr. S. (Steve) Stephens, Economy Home Furnishings Department's assistant, who achieved his 30 years with Eaton's on September 19.

Special guests were Mrs. Stephens, Mr. and Mrs. W. G. Thomson, Mr. and

Mrs. J. W. Moss, Mr. and Mrs. C. M. Livingstone, Mr. and Mrs. B. Dugdale. It was a lovely party and we thank Mr. and Mrs. Howat for this grand time.

On his anniversary day, the staff gathered at the office and Mr. Stephens was presented with a department gift.

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SECOND FLOOR

Women's Footwear—By Marlene Pohl

Sorry to report that Grant Hunter is away ill. Hope to see him back soon.

Sorry to say good-bye to one of our office staff, Judy Tanner, who left to reside in Calgary. She was presented with a traincase from the department by Mr. Cable.

Welcome to Ingrid Gislason now on our office staff.

Every good wish to Jean Cross and Bill Brisley who retired October 1 and in whose honour we held a party at the home of Mr. Mickey Simmons. (The story and pictures, with other retirements, will be reported in full in our next issue.—Ed.)

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THIRD FLOOR

Groceries—By M. Thorburn

We were all sorry to lose our good friend and manager, Mr. G. B. Douglass, on his retirement September 28. We wish him and Mrs. Douglass a wonderful vacation in Florida and good health and happiness for many years to come. (See page 10.—Ed.)

Our "Wee Mona" Robertson decided to marry Dennis Kyrniski on September 7. The department banded together with a shower for her on September 3 at the home of Mrs. Enid Reason. Mona received bedding towels, etc.

The department presented her with a beautiful bedspread for a wedding gift, Mr. L. Farmer making the presentation. Best of luck, Mona and Dennis, in your future life.

Meats

Our engagement message last issue mentioned in error Emily Ryba—it should have been Emily Kyba. Sorry, Emily!

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FOURTH FLOOR

Sportswear—By E. Branton

Congratulations to Mrs. Audrey Grenier on her promotion to signature in the blouse section.

We welcome Mrs. Sigurdson (Dorothy) back to the department.

Beauty Shops—By S. Proctor

Congratulations to these engaged couples: Alice Ducquay, who received her ring from Donat Fontaine — no date yet set for the "day of days."

Doris M. Bradley, engaged to Jonathan C. Gibb. The wedding is to take place October 26 at St. Stephen's Anglican Church. In her honour Mrs. Bittner and Mrs. Favreau held a shower at the home of the latter, when Doris received many lovely gifts.

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FIFTH FLOOR

Children's Wear—By F. Kellett

The department's best wishes to Betty Sally and Bob Flegg whose wedding was solemnized at Chalmers United Church, September 21. Previous to leaving, Betty was presented on our behalf, by Mr. T. G. Webster, with a set of copper-bottom kitchen utensils and a copper canister set. As shower gifts, she received several lovely items of lingerie. Best wishes, Betty and Bob.

We welcome Miss Pat Howard from the Toy Department to Department W211. We hope that you will enjoy working with us, Pat.

Bert Mudge Celebrates 45 Years' Continuous Service



Albert E. Mudge—our "Mr. Scout" of the Boys' Furnishings—is a veteran of the Great War as well as a veteran in Eaton service; in fact, he was decorated with the Military Medal serving with the 16th Canadian Scottish. September 15 was the calendar date, a Sunday, so Mr. Mudge was honoured previously at a department gathering when Mr. G. B. Scrivener, on behalf of his co-workers, accompanied by their congratulations and best wishes for a further happy time among us. Known all through the Winnipeg organization as he is, Bert was the recipient of many visits and messages from his Eaton friends to mark his distinguished term of service.

Mr. E. G. Smith, Optical Department Manager, Celebrates 35 Years with Eaton's



Our camera caught Mr. Smith on his anniversary day, September 12, in his office. Hailing from Portage la Prairie, quiet but genial Ernie Smith joined Eaton's 35 years ago, having taught school in Manitoba and Alberta before entering the optical profession. He was an "early bird" in Great War service, having trained as a pilot in the Royal Flying Corps. Mr. Smith is a Mason and member of the Scottish Rite of Masonry, also of Khartum Temple Shrine.

Pictured below is a snap of Mr. Smith (left) being presented with a handsome "Snorkel" pen and pencil set by Mr. F. Olson who was chairman of the dinner and party the staff held in Mr. Smith's honour at the Town 'n' Country on the evening of his anniversary.



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SIXTH FLOOR General Office

Donna McDougall was married to Brian Pearson at Harrow United Church, September 7. The department gift was a toaster. Best wishes, Donna and Brian!

Wedding bells rang out September 20 at St. Paul's United Church when Andrienna Warren became the bride of Barrie Lough. On behalf of the department Mr Bell presented Andrienna with a gift of Revere ware.

Best wishes were showered on Bonnie Dickson when she left to become the bride of F/O Stuart Isenor. The wedding took place at R.C.A.F. Protestant Chapel, Winnipeg, September 28. Bonnie was presented with a gift of linen.

Our congratulations and best wishes for a happy future to Lillian Booth who became the bride of Daniel Briggs at Calvary Temple, September 28. Lillian was the recipient of a toaster and electric kettle.

October 8 was the day Shirley Tomes was married to Norman Smith at Deer Lodge United. Mr. R. Whitbread expressed our best wishes for a happy future and presented Shirley with our gift of luggage.

This month we said good-bye to Bob Pollard and Gary Jones who have both returned to University of Manitoba. Best wishes for every success, boys.

Our congratulations to Mr. and Mrs. Dick Wyllie on the birth of a son, Richard Earl, August 30.

Our sincere sympathy is extended to Cora Murray in the loss of her mother.

Carpets—By Gladys McLean

Hope Eileen Ferguson enjoyed her motor trip west and through the Rocky Mountains. Trust you didn't run into any snow in Montana, Eileen.

We have had a run of poison ivy amongst our staff—wonder where they have all been this summer?

Hope you enjoyed your flying trip to Montreal, Pat Carey.

Welcome to Mr. Ashton and Mr. Bailley who have joined our staff.

35-Year Anniversary for Herbert Pilling

September 5 was the day when Herb Pilling, assistant in the Sixth Floor Draperies, achieved the distinction of completing 35 years of continuous service with the Company, and many were the friends who came to congratulate him and wish him well.

Herb was honoured at a party held jointly by the Annex and Sixth-Floor staffs to celebrate his anniversary and Mr. J. N. Willingham's quarter century.

Mr. Doug Howat was M.C. for the evening, and on behalf of his colleagues, Mr. J. Price presented Mr. Pilling with a jewelled cuff-link set with best wishes for good health and more happy years at Eaton's.



At the Marlborough Hotel Party held in their honour by the Sixth Floor and Annex Drapery staffs Mr. J. N. Willingham is shown (left) with Mrs. Willingham, and Mr. H. Pilling with Mrs. Pilling.

* * *

SEVENTH FLOOR

TV, Radios, Music—By K. Patterson

George Elias, TV Service Department, is the proud new father of baby Donald George who weighed in at 8 lb. Frank Boyes, Piano Workroom, is doubly proud of his twin boys. Congratulations to you both.

Shirley Menzie of our office, is being dazzled these days by her new diamond ring.

A stag was held in honour of Ian Johnston, TV serviceman, groom-to-be, by the boys in the department. He was presented with a purse, and from all reports everyone had a good time.

Seventh Floor—Radios, TV, etc.

Alice Fenwick is absent with a broken toe. Get well soon, Alice, we all miss you.

The Viking Bowling Club is back in swing again with the following executive: President Al Lennox, Secretary Mary Montford and Treasurer Les Jamieson.

Bill Davis was recently presented with his wings from the R.C.A.F. Reserve, as a graduate jet pilot. Congratulations Bill!

Season for Thanks

By Lenore Lampe, Shopping Service

Skies are deeper when it's cold,
The sun's a ball of burnished gold;
The earth is clean, and pure and white,
The air is sweet, and fresh and light.

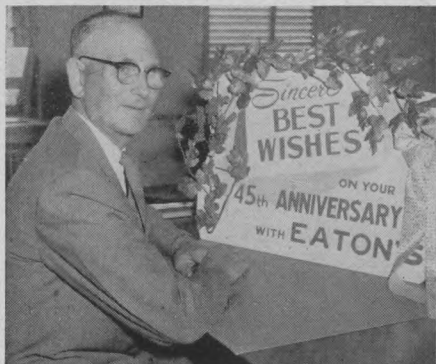
It's time to rest, it's time to pray;
Tomorrow brings another day.
Then after Winter comes the Spring,
With life and joy awakening.

In Winter-time we rest and dream;
In Spring we hustle and we scheme;
In Summer we fulfill our aims;
In Fall we gather up our claims.

But—do we stop to thank the Lord—
Or is it time we can't afford?
Let's thank Him for our gifts each day
In every moment, every way!

Furniture

George E. Trotter Celebrates 45 Years



Assistant in the Beds, Springs and Mattresses, the popular George dated 45 full years (including his service throughout the Great War) on September 16. Donegal born, George is the holder of the Military Medal and a member of Canukeena and the Valour Road Legion.

He and his wife (formerly Miss E. Hives of the Sewing Machines), were guests at a joint party for Mr. Trotter, Mr. Stanley and Mr. Richardson when George was the recipient of a very lovely bridge set of furniture, presented on behalf of his colleagues by Mr. J. W. Moss.

The party, held at the Vasa/Lund on the evening of Thursday, September 26, was a great success. About a hundred staff and wives were present to honour the three mentioned above.

Mr. J. Stanley, who previously had been honoured on his 35th anniversary, received a token gift as a new grandpa from Mr. C. M. Livingstone; Mr. Richardson a retirement gift presented by Mr. Brian Dugdale, and Mr. Trotter, the presentation as above, Mr. Max Band was M.C. of the smorgasbord dinner and the dance that followed.

We understand there was a camera at work and Contacts hopes to have a souvenir picture of this happy party in our next issue.—Ed.

EIGHTH FLOOR

Budget Plan—By E. Tamplin

Congratulations and very best wishes are extended to Miss Myrtle Nordquist who became the bride of Mr. Jake Neuforf on September 20 at Grant Memorial Baptist Church. On leaving, Myrtle was presented with a clothes hamper from the department and a lovely blanket from the section. The bride was also honoured by a kitchen shower at the home of Mrs. S. LeClair. May you have a long and happy life together, Myrtle and Jake.

We were sorry to say farewell to Mrs. Rita Raiche. Rita's parting gifts were a lovely sweater from the department and a beautiful pin from the girls in the section. All the best, Rita; come and see us once in while.

Glad to see Mrs. Muriel Clark back after a short illness.

A great sorrow came to the Budget Plan office when word was received of the sudden passing of Mrs. Joyce Cordingley, a member of the staff. She will be greatly missed by her many friends in the Store. Our heartfelt sympathy is extended to her husband, Mr. Lloyd Cordingley and his two little daughters, in their great loss.

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NINTH FLOOR

Construction Office

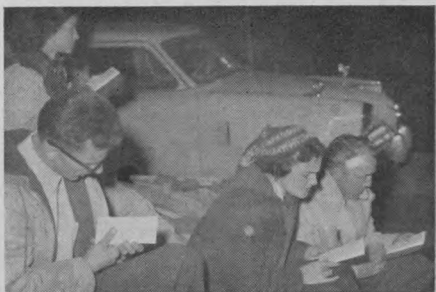
By C. Sander and D. Scarth



A wiener roast was held in the Bird's Hill area on September 20 for the members of the Construction Office, their families and friends. It was a little on the cool side and teeth were chattering, but once the fire was started (who forgot the paper?) we all huddled around and warmed our outsides. Warming up the insides was taken care of by slightly over-heated hot dogs with all the accessories, including coffee and soft drinks, which were enjoyed by all.

Later, we had a sing-song—thanks to the Public Relations Office for the booklets. By the way, Mr. Miller (and steno), we want to thank you for the giant hot dog you sent along. We really enjoyed it very much, although we found the mustard a little strong.

A wonderful time! Even for those who took the wrong road home and became lost. But all's well that ends well, and we're all present and accounted for. Thanks to Clair Love-ridge for the photos.



Ninth Floor—Construction

On the 31st of August, Inge Thomsen became the bride of Harry Jedig at the Lutheran Church of the Cross. A pop-up toaster was presented to Inge by Mr. Rogerson on behalf of the department, with every good wish for a happy and successful future.

Chriss Bewick scores again! This time it was a hole in one on the fourth green, September 14 at the Canoe Club.

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STORE SERVICES

Elevators Ups and Downs

By Aldous Brow

We welcome the following new members to our department and hope they enjoy being with us: Janet Zeleniski, Isabelle Owczar, Mavis Stevenson, Wanda Storey, Sam Glen and Alan Overwater.

The very best of luck and good wishes to Doris Paulick who is now with General Office. Doris received a gift of jewellery from the girls.

Isabel Melnyk left to be married October 5, was presented with an electric clock and corsage on her last day with us. Much happiness to you, Isabel.

Mel Schappert and Erik Pott who also left recently, were presented with gifts from the Department and all our good wishes go with them. Mel is now making his home in California.

Our very best wishes for a speedy recovery to Percy Williams who severely injured his back in a fall and will be spending some time in hospital. Our thoughts are with you, Percy, and we sincerely hope you will be up and around very soon.

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ALEXANDER AVENUE WAREHOUSE

Printing Plant—By M. Torrance

We are pleased to see Mr. H. (Frenchy) Poulin back to work after his stay in hospital and convalescence at home.

Visitors for September were Messrs. Harry Jackson, Burt Williams and Siggie Sigurdson.

In the Mail Bag

FIRST TO THIRD FLOORS

By K. Thiessen

Forty Years with Eaton's
Thomas William Cox



Mr. Cox celebrated four full decades of service with the Company on September 18. A veteran of the Great War, he worked in the Grocery Packing and Delivery Departments before joining the M.O. Freight Shipping many years ago. Mrs. Cox was formerly Miss G. E. Wilkins of the Grocery staff.

On his anniversary he was showered with goodwill visits and congratulations by his many Eaton friends, and received the gift of a power bench saw from the department fund and a tie and cuff-link set from the office staff.

Congratulations to Claire Riel who recently received a lovely diamond from Clement Meyers.

Eighteen

Minnie Skrypetz left to be married to John Komish on September 28 at St. Mary's National Catholic Church. She received blankets and ornaments as parting gifts.

Glad to see Lillian Vancott back at work after her recent illness.

Mr. Gray from Oxshott, Surrey, England, is spending three months in Canada, and is at present visiting his son and daughter-in-law, Mr. and Mrs. G. Gray.

Gladys Enns received a lovely diamond from Gordon Youngest, September 22. Congratulations!

We hope Alix Morrison and Bill Malone are feeling better and will soon be back.

Sadie Matechuk left us to be married to Jack Rystephanuk at Sandy Lake, October 5, 1957. Every happiness, Sadie.

Congratulations to Vi Ludman on her recent engagement to Cecil McDougall.

Watch and Clock Repair

Our best wishes for success are extended to two former members of our staff — Wes Welch who was transferred on August 22 to the M.O. Jewellery Department, and to Theresa Allan who joined the Wages Office staff on September 4. On behalf of the department, Mr. Olafson presented Wes with binoculars and Theresa received flatware.

Welcome back to Jim McKay who returned from an extended visit to Australia. We also welcome several new members to our staff and trust they will enjoy their associations in our department.

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FOURTH FLOOR

Winnipeg Buying and Western Packing

By V. E. Chambers

Bill Cooke Honoured on 45th
Eaton Anniversary



"It's a friendly store," says Bill (William Edgar) Cooke, who is in the Western Packing department. "Way back soon after I started, we weren't so big as now, but still had thousands on staff; and I recall with pleasure how Mr. Gilroy (then general manager) hailed me with a hearty 'Hello, Bill' as he passed."

Veteran of the Great War, Bill celebrated his 45th Eaton anniversary on September 24. He was presented by his department and personal friends with a smart cuff-link and tie-pin set and a lovely array of shirts and socks, etc., and was "at home" to a steady stream of friends who looked in to give him their congratulations and good wishes.

Mr. Cooke was also the honoured guest at a department dinner held at Moore's by the staffs of Western Buying and Packing.

Congratulations to our Mr. W. Sanderson who won first and third prizes in the Gladiolus show which was held in the Winnipeg Auditorium recently.

Mr. D. J. Tomes is to be commended on his interest in the boys' baseball—St. James' Little Leaguers.

SIXTH FLOOR

Household Linens—By F. Rogers

Our department staff heard with deep regret of the sudden death of Bob Holmes on Sunday, September 29. He had been with us for over 37 years. We join with his many friends in sympathy to his widow and surviving brother and sisters.

Draperies—By Ruth Hodgson

Congratulations to Mr. Reg Pryne on his marriage to Marie Thomas August 24. On behalf of the staff, Mr. W. Hogg presented Mr. Pryne with a table lamp.

Our congratulations go also to Lorraine Curtaz who left to be married on September 21 to Eddie Negrey. Lorraine was presented with our gift of an electric kettle by Mr. Hogg. All the best to both happy couples.

On September 13 we said good-bye to Dorothy Kozar of our workroom staff. Best of luck in the future, Dorothy.

M.O. Adjusting—By J. Baynes

The Chocolate Shop was the place chosen by a number of friends for a dinner September 19 in honour of Miss Cecilia MacDonald, a bride-elect of October 5. The guest of honour was presented with bed linen on behalf of those present, who all wished her lots of happiness.

"Surprise! Surprise!" was the greeting Cecilia received from a number of friends when she arrived at the home of Dorothy Newman, September 25, the occasion being a miscellaneous shower held in her honour. All her friends wished her the best of luck and happiness for the future.

Congratulations to Marion Hewitt on winning the Class "C" championship in the Eaton Ladies' Golf—also the Store championship (see pages 12, 13.—Ed.).

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SEVENTH FLOOR

M.O. Copying—By M. Shepherd

Elaine Hornsby was presented with a salad bowl and servers and an electric coffee maker when she left to marry Bob Stremich at Young United Church on September 14.

An electric clock and blanket were presented to Ann Hiebert when she left to marry Jake Rempel at Niverville, Man., on September 21. At a dinner at Moore's Ann received sheets and pillow cases. Mr. and Mrs. Rempel will be residing at Steinbach, Man.

Ray Palmer claimed Ann Couser as his bride at Old St. Andrew's United Church on September 21. Before leaving the department, Ann was presented with a bathroom hamper and breakfast set. Ethel Tarn and Hazel Martin held a miscellaneous shower in honour of Ann.

We'd like to welcome back those who have recently returned from illness.

A casserole in silver holder and a damask table cloth were the department gifts to Christine Sessan when she left to be married to Stephen Keicher at St. Joseph's Church on October 5.

Betty Cranston received personal gifts from the girls when she left recently.

Women's Coats and Suits—By D. Wright

Our sincere congratulations and best wishes for many long years of wedded bliss to our bride of August 10, Ruth Ellison—now Mrs. Bill Rawdon. Ruth was the recipient of a lovely Sunbeam mixmaster presented by Mr. J. M. Kellas, department manager; also numerous personal gifts from her many friends. Ruth and Bill enjoyed a wonderful honeymoon trip to Chicago and other points in the United States.

M.O. Lingerie—By Bea Nash

Our congratulations to Willma Korb and Ed Zabowski who were married on September 28. A gift of linens was presented from the department, and the girls entertained at the Mardi Gras when Wilma received a clock.

Best wishes also to Marie Shulka, who is wearing a lovely diamond. Her fiancé is John Harsymko.

Sportswear—By Mary Kurdydyk

Meryl Neville was married to Joe Cote on September 21 at St. Gerard's Church. She received a six-piece dinner set from the department as well as many lovely gifts from the girls.

On September 13 a kitchen shower was held at the home of Mrs. Evelyn Orton in honour of Meryl at which time she received many useful gifts. We're sure that Joe will benefit with many delicious meals.

Our deepest sympathy is extended to Mary Doyle who recently lost her father.

Women's Dresses—By M. J. Neil

Congratulations and best wishes for future happiness is extended to Mabel Berg whose marriage to Mr. John Tardif took place on September 14 in St. Mark's Lutheran Church. Mr. M. T. Smithson presented Mabel with sheets, pillow cases and laundry hamper on behalf of the department.

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EIGHTH FLOOR

M.O. Budget Plan—By Janet Britain

Our very best wishes are extended to Joyce Wilkinson on her recent engagement to Joe Kruk. Joyce has set early spring for that all-important walk down the aisle.

We would like to wish the girls who have left our department in the last month all the very best in the future. Sorry I couldn't get all your names, girls.

Our sincere sympathy is extended to Bernice Monkman in the loss of her father.

Catalogue Distribution, M.O. Salesroom and Inquiries—By M. Taylor

Congratulations to all these girls who have received lovely diamonds recently: Lorraine Cadotte, September 7; Dalphine Smith, September 6; Joyce Forrest, July 29; Gloria Phelps, September 17; Marie Kulhaba, September 14.

Our best wishes to Doreen Gardiner. Doreen was married September 20, and before leaving, received many lovely gifts. Also to Hilda Miller who left us September 27 to be married, and to Mrs. Betty Simm who left to make housekeeping a full-time job.

Welcome back to Mrs. Vi Marshall who has returned after a trip to England.

Sorry to report that Tillie Beck is away ill. Hope to see you back before long, Tillie.

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NINTH FLOOR

Men's and Boys' Furnishings—By D. Dee

We again say thank you to our charming host and hostess, Mr. and Mrs. A. Wittenben for the grand time we had at our annual winter roast, Saturday, September 28. It was held on the grounds of their lovely home, Henderson Highway. A huge bonfire awaited us, and to complete this feed, Elizabeth had cooked up some delicious cherry tarts. To show our appreciation, Mr. A. M. Jenkins presented Elizabeth with a sweater and to Albert a hunting jacket. May we add we hope the hunting proved successful for you, Albert.

We were glad to welcome Mr. and Mrs. A. H. Daw of Vancouver when they called in to see us last week. They were visiting with their daughters and their families.

RETIRED MEN'S CLUB BEGINS NEW SEASON

From President Gordon B. Angus we hear that the Eaton Retired Men's Curling and Recreation Club are to hold their first meeting October 21, Monday afternoon at the Eaton Curling Clubrooms. ALL RETIRED EATON MEN are welcome—membership fee is just nominal, and you are assured of a weekly

get-together in which you can suit yourself—curl if you like, have a game or two of cards, try the odd light game of skill—or just visit with old friends and meet some new ones! Old members—we're looking to a reunion. New members—don't hesitate a minute—come in and you'll be made right at home!



Mr. Arthur H. Daw and Mrs. Daw of 3546 West 34th St., Vancouver, was visiting Winnipeg and called in to report a time or two. Arthur retired from the M.O. Men's Hats, says it's lovely where he lives—all jokes to the contrary—and he certainly looks well enough to say it! Gives his regards to any old friends he did not meet, numerous ones being retired like himself, and is now

back home after a most enjoyable stay here.

On a visit to Winnipeg with Mrs. Hansen, Mr. J. A. Hansen dropped in to see us and ask to be remembered to the many old friends he couldn't contact while here. Retired from the Hosiery Department in 1947 after 35 years' service, Mr. Hansen—who lives at 2526 Empire Street, Victoria—celebrated with Mrs. Hansen their 50th wedding anniversary a year ago October 4. Many more years of happy, healthful retirement together, Mr. and Mrs. Hansen!



EATON WOMEN'S CURLING CLUB

Opening Night, Eaton Rink, Monday, October 28

A friendly, informal time. Come and enjoy yourself.

Monday-nighters begin their new schedule at 6:15, Monday, October 28. Players will be notified as to what rink they are on prior to opening night.

If unable to attend Opening Night, please phone Louise Robertson, 116 Special Buy, Mail Order, or Elva White, Store Notions (222 Shoe Findings).

EATON WIVES' CURLING CLUB

Note: First "Action"—General Meeting at the rink room, Tuesday Afternoon, October 29, followed by a few ends of curling to take out the kinks. Then—

Luncheon at the Club Tuesday, November 5, followed by regular curling game.

New members wanted. Eaton wives, get in touch with Mrs. J. Collett, 42-4937, if you would like to join this agreeable, jolly group of curlers—beginners as welcome as the best! Games every Tuesday and Thursday afternoons during the season.

LONG-SERVICE ANNIVERSARIES

October 18 to November 18

FORTY YEARS

Miss Myrtle L. Bovey, Catalogue Distribution.....October 24

THIRTY-FIVE YEARS

MR. R. A. Chatfield, M.O. Lingerie.....October 19

Mr. L. Croft, Sales Audit.....October 19

Miss D. Dubreuil, General Audit.....October 21

Mr. G. A. Jacques, Picture Workroom.....October 23

Miss Betty Morris, M.O. Correspondence.....October 24

Miss K. J. Prynne, M.O. Exchanges.....November 7

Miss W. Walker,

Women's Garment Workroom.....November 9

Miss M. Mathews, Gloves.....November 10

Miss M. Falconer, Foodateria Groceries.....November 13

Mr. C. Saunders, M.O. Shipping.....November 17

Mr. P. Stewart, Candy Factory.....November 18

TWENTY-FIVE YEARS

Mr. E. C. H. Latter, M.O. Linens.....October 24

Mr. B. E. Moss, Jewellery.....October 24

Mr. W. J. Carpenter, Drugs Workroom.....October 25

Mr. J. L. Graham, M.O. Sportswear.....November 7

Mr. J. Newton, Fire Protection.....November 7

Mr. R. G. Travers, Men's Footwear.....November 15

Delivery Department News

On Saturday, August 17, the boys of the department said farewell to Sid Hatch who left to reside in California. In his honour a party was held at the home of Bill Smith, 255 Morley Ave., when Mr. Hatch was presented with a set of luggage. The boys wish you and your family the best of luck in your new home, Sid!

Our deepest sympathy to Mr. R. Wilson on the sudden death of his mother, Mrs. R. Wilson, who passed away Sunday, September 8, 1957.



CONTACTS

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Editor: W. E. (Bill) GRAY

DATE OF ISSUE—
15th of EACH MONTH

NEWS WANTED IN BY THE END OF
THE PREVIOUS MONTH

RECENT APPOINTMENTS

Winnipeg Store

Department W941—Basement Self-Serve Garments, Furs, Sportswear, Millinery:
MRS. E. M. MacWILLIAM, Assistant.

Saskatoon Store

General Office—Sales Audit, Shopping Service, Customs and Traffic, Head Cashier:
MR. D. P. MAHER, Department Manager.

Customers' Accounts Office—B.P., C.A., D.A., R.C., Contract and Institutional Accounts:
MR. J. C. BOYCE, Department Manager;
MR. G. A. SAUNDERS Assistant.

Edmonton Store

Department E267—Chintzes, Cretonnes, Curtains, Shades, Awnings, Tents, Flags, Paints, Wall-papers, Pictures, Metal Polishes, Brushes:
MR. J. W. DAWSON, Department Manager.

Edmonton Warehouse Building:
MR. W. B. BUCHAM, Manager;
MR. E. A. WILSON, Assistant.

Calgary Store

Department C260—Radios, Television, Pianos, Musical Instruments, Phonographs, Records, Sheet Music, Electric Vacuums, Polishers, Carpet Sweepers, Electrical Accessories, Fixtures and Appliances, Electric Grates and Mantels, Rangettes, Electric Humidifiers, Lighting Fixtures:
MR. J. H. HOLMBERG, Assistant, Sections 60 and 360.

Mail Order Order Offices

As of Friday, September 27 the British Columbia Division took over control and operation of the Eaton Order Office at Kamloops, British Columbia.

Duncan, B.C., Order Office

MISS B. POPPLESTONE in charge.

Smithers, B.C., Order Office

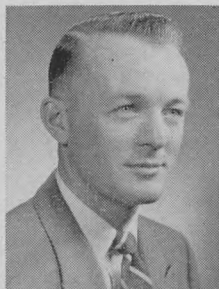
MRS. B. EGAN in charge.

Whitehorse Yukon Territory, Order Office

MRS. F. ZEIBART in charge.

Suggestions Pay Well For These Five

Here's the best thing, we think, that can be said in favour of Thinking, Acting and Giving-in your Suggestions! For suggestions that covered these varied fields—sales angle for merchandise in showcase displays; safety measure for employees and public; safety measure for certain mechanical work; improvement for employees' service; and the one immediately below—these awards were paid.



Mr. D. G. Ross

Mr. D. G. Ross, City Advertising Art Section.....\$75.00

This was an outstanding expense-saving idea in the production of work in his department.

Mrs. E. Branton, Store Sportswear.....\$10.00

Mr. A. R. Gowing, Restaurant Bar..... 10.00

Mr. A. W. Hughes, Light, Heat, Power..... 10.00

Mr. D. A. Korman, Warehouse..... 10.00

You, too, may earn cash reward by thinking and suggestion. You can't lose by trying—and will improve your chances every time you try!

In Memoriam



SAM METCALFE

Mr. William Stanley (Sam) Metcalfe who retired from the Sales Office eight years ago, passed away September 14 at the age of 73.

Past member of the Canukeena Club, a veteran of the Great War in which he survived very serious wounds, Mr. Metcalfe was genial, helpful, and a prince

of a man. He was a valued member of the Eaton Retired Men's Club where he will be greatly missed. To his widow Myrtle, two daughters and two grandchildren, and surviving brothers and sister go the condolences of Sam's multitude of Eaton friends.

MRS. J. CORDINGLEY

The staff of the Budget Plan Department was saddened by the news of the death of Mrs. Joyce Dorothy Cordingley on September 18 at the early age of 32 years. To her husband, Mr. Lloyd Cordingley, and his two young daughters, we extend the deep sympathy of her many Eaton friends in his bereavement.



HENRI MONCHAMP

A member of the Farm Machinery Mail Order staff for the last half year, passed away September 21 at the age of 52. Henri was well-liked by his fellow employees and their deep sympathy is tendered to his widow Celestine, his son and daughter and surviving brothers and sisters.

SAMUEL CORRIE

The well-known Winnipeg blacksmith, Sam Corrie, a real old-time master of his trade, was with Eaton's stables as the smith in the "old days" when the horses were stabled in the Hargrave buildings. He returned to that post during World War 2 when the Pembina stables were built for the war-time horse delivery. A pioneer, he arrived here from Ireland in 1892. His death occurred at the age of 82 on September 12. To his three daughters (one of whom is Aldous Brow of the Elevator staff), two grandchildren, and surviving brothers and sisters, we offer the sympathy of Mr. Corrie's many Eaton friends.



Sincere sympathy to these members of the staff who have recently been bereaved:

In the Loss of a Father

Mrs. K. Dickson.....Drapery Workroom
Mrs. M. Wade.....Phone Order Board
Mr. O. Martin.....Stoves, Plumbing
Mrs. Aldous Brow.....Elevators
Mrs. M. Doyle.....M.O. Sportswear
Miss J. Scherer.....M.O. Copying
Miss E. Conn.....M.O. Cashiers
Mr. J. A. Mainella.....Drugs
Mrs. V. Bowerman (Step-Father).....Jewellery
Miss I. Tchir.....Catalogue Distribution

In the Loss of a Mother

Mr. E. Davidson.....Painters
Miss A. Bartlett.....Sales Audit
Miss M. Bartlett.....Groceries
Mr. J. Wilson.....Delivery
Mr. H. Cook.....Men's Footwear
Mrs. M. McLeod.....M.O. Salesroom
Miss C. Murray.....General Office
Mrs. R. Brown.....Radios, TV, etc.
Mr. M. Donaldson.....Jewellery

In the Loss of His Wife

Mr. D. Eaton.....Pianos, Organs

Twenty-Two

J. A. JAMES

John Albert James, on the staff of the Light, Heat and Power Department for 31 years, died on September 17 at the age of 56. A member of Masonic Beaver Lodge, Mr. James is survived by his widow, Morvyth; three daughters and four grandchildren.

The sympathy of his colleagues in the engineering departments, and numerous other Eaton friends, is extended to his family in this sad loss.



ROBERT HOLMES

The sudden death of Robert James (Bob) Holmes of M.O. Linens Department on September 29, aged 56, was felt deeply by every member of his department and the host of friends Bob had made over his long service of over 37 years among us. A soccer player in his youth, and an active golfer over the years, Bob was "one of the best." To his widow, Frances Read, and his surviving brother and sisters, his many Eaton friends offer deepest sympathy.



In the Loss of Her Husband

Mrs. D. Ferguson.....Fruits, Vegetables
Mrs. A. Buchko.....Women's Garment Alterations

In the Loss of a Brother

Mrs. R. Yeats.....Phone Order Board
Miss L. Armstrong.....Misses' Coats
Mrs. P. Sawchyn.....Employees' Lunch Room
Mrs. S. McKechnie.....Draperies
Mrs. M. Campbell.....Employees' Lunch Room
Mr. E. Cave.....Stoves, Plumbing

In the Loss of a Sister

Mr. H. Haslam.....Service Bureau
Mrs. C. Carr.....Notions

In the Loss of a Daughter

Mrs. N. Morison.....Phone Order Board

In the Loss of a Son

Mr. N. Locke.....Hardware
Mr. J. Heppenstall (Baby).....Bag Factory

See Them Smiling! And No Wonder— THEY'RE BRANDED LINES MONEY WINNERS



3rd WEEK WINNERS

Mr. W. G. Thomson, Lower Floor Merchandise Manager, presented the prizes.

Left to Right

Mrs. G. L. Powell, Toys.....\$25.00
Mrs. A. C. Anderson,
Furniture\$15.00
Mrs. A. Newton,
Junior Apparel\$10.00

Honorable Mentions: Mrs. A. Waygood, 232; G. H. Walker, 338; George Condie, 356; P. C. Carey, 272; Mrs. J. Linington, 277; A. Russell, 257; J. Lammens, 259; A. V. Kelman, 260.

4th WEEK WINNERS

Mr. D. R. Stewart, Appliances and Heavy Goods Merchandise Manager, presented the prizes.

Left to Right

A. Lennox,
Radios, Music, TV.....\$25.00
Miss F. Foster, Hosiery.....\$15.00
Mrs. G. D. Boddy, Paints.....\$10.00

Honorable Mentions: Miss F. P. Boyce, 205; Mrs. M. D. Phillips, 215; D. Olford, 227; Mrs. G. L. Powell, 227; Miss P. Edwards, 214; R. Major, 237; N. Enright, 338; R. Gillespie, 239; J. Carnegie, 356; J. Bjarnson, 258; J. McRae, 259; J. W. McKenzie, 260.



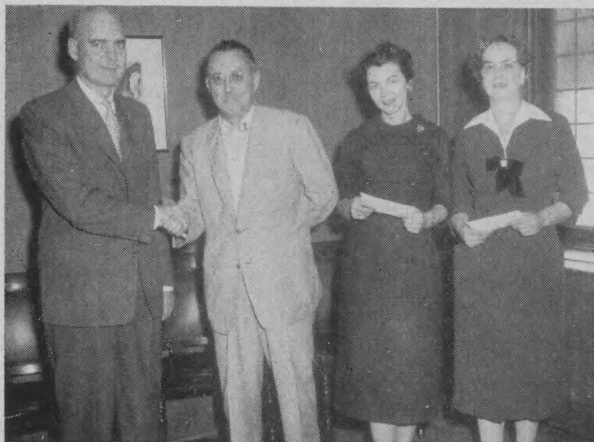
5th WEEK WINNERS

Prizes presented by Mr. W. L. Palk, Superintendent.

Left to Right

G. Walker,
Women's Footwear\$25.00
Mrs. H. E. Schultz,
Hardware\$15.00
Mrs. G. Nelson, Lingerie.....\$10.00

Honorable Mentions: Mrs. E. Cram, 205; Mrs. D. Romanow, 222; Mrs. J. Flower, 203; Miss J. Stewart, 210; Mrs. N. Savage, 338; Mrs. H. Stignant, 239; Mrs. A. Newton, 241; Mrs. P. Angus, 541; J. W. Kellas, 428; Mrs. J. Linington, 277; A. Brownrigg, 270.



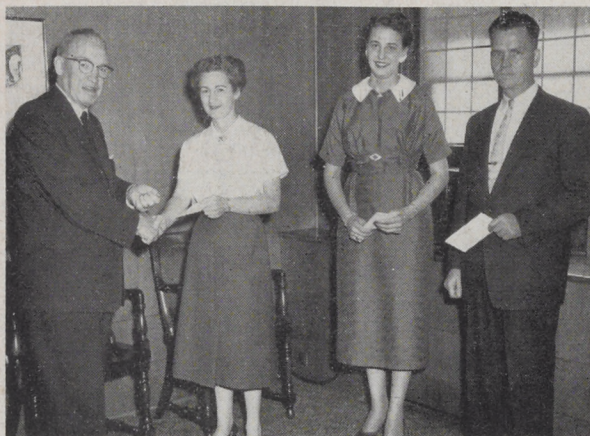
See Over for More Branded Line Contest News

GOOD NAMES TO KNOW AND BUY

Haddon Plate EPNS PLATEWARE - HOLIDAYWARE	optina PHOTOGRAPHIC SUPPLIES	Glider WHEEL GOODS	Haddon Hall HOME FURNISHINGS	Birkdale MEN'S AND BOYS' WEAR
BULLDOG CAR ACCESSORIES	Braemore FABRICS	Eaton's YARDSTICK OF VALUE	Vanity Fair LINGERIE	Lady Fair HOUSEHOLD NEEDS
Dorothy Vernon WOMEN'S WEAR - LINENS - HOSIERY	Renown MATCHES - CLOCKS - BATHING SUPPLIES		Cottage Sweetie CANDIES	TECO HOUSEWARES - HARDWARE
EATON'S DRUGS - COSMETICS - STATIONERY	VIKING KNIFES - CUTLERY		Bonnie Brae CHILDREN'S AND GIRLS' WEAR	Commander WORK CLOTHES
			TRU-LINE SPORTING GOODS	SOLAR WATCHES - CLOCKS
			bellesair FASHIONS	GLENEATON FASHION ACCESSORIES

SECOND WEEK WINNERS

(For other see back of this page)



Mr. J. D. Laing, Foods Merchandise Manager, presented the prizes—left to right: Miss I. Douglas, Linens, \$25.00; Miss H. Sawatsky, Electricals, \$15.00; Mr. H. Johnson, Lower Floor Men's Wear, \$10.00.

Honorable Mentions: Mrs. A. Jones, 205; Miss A. Harpur, 211; Mrs. J. Crowe, 224; Mr. G. M. Jones, 228; Mr. W. Muirhead, 236; Mr. R. E. Ramsay, 239; Mr. F. C. Alleyne, 356; Miss C. V. Gabb, 277.

The Brand Wagon's Still Rolling!

ARE YOU ON IT?

Here and on page 23 are more Weekly Winners in Eaton's Big Branded-Line Promotion! Remember these cash prizes of 25.00, 15.00 and 10.00 will be awarded every Friday until November 22 — so you still have a chance to win and, of course, you still have a chance to win the Grand Award of THREE HUNDRED DOLLARS for the highest individual score.

Every Branded-Line salesperson has an equal opportunity, but you must know your Eaton brands and you must sell them. The campaign's only half over—check yourself and your department and try to put yourself in the winner's circle!

Three Weekly Cash Prizes

\$25.00 \$15.00 \$10.00

Grand Award \$300.00

N'S

LET'S
GET ON
THE
BRAND
WAGON!

KNOW THEM!
SELL THEM!
\$50⁰⁰ PER WEEK
IN PRIZES